

# **Blogging 101**

Sports Journalism  
Tufts University  
Fall 2012

# Types of Blogs

# Types of Blogs

- Standard news/reporting
- Curation
  - Aggregation
- Commentary
- Live blog

# Types of Blogs

- Standard news/reporting

# Standard News/Reporting

- Straight news posted on a blog
- Largely reporting based
- Still contains links

# Standard News/Reporting

- Notebook where each item is its own post.
- Good for breaking news coverage
  - Updated frequently
    - Either new top to the post or completely new post

# Types of Blogs

- Standard news/reporting
- Curation
  - Aggregation

# Curation

- Finding a story reported elsewhere and packaging it for your audience.
- Linking required.
  - If the story is based largely on a single post, make sure to link to the source.
- Not just reposting what is out there, but author should look to create own narrative.
  - Background, related stories, context, etc.



# Curation vs. Aggregation

- Some will use terms interchangeably.
- Other will say that aggregation is done by computer/machine only.
  - Example: Google News
- My definition:
  - Aggregation is just re-reporting what is already out there.
  - Curation is advancing the story (even though you didn't break it) through your own reporting, research, insight.

# Curation

- To some, there is a negative stigma around this practice.
  - That it's lesser journalism because someone else is often doing the hard news reporting.
- This is shifting as it becomes a more common practice.
- Integral part of journalism on the Web/bloggging.
- Serve as a resource to your audience by find good/interesting/underreported stories.
  - Direct them to the source.
  - Offer context users can't get elsewhere.

# Types of Blogs

- Standard news/reporting
- Curation
  - Aggregation
- Commentary

# Commentary

- Opinion
- Much more room for voice
  - Even than in print commentary
  - While the blogosphere can be snarky, maintain journalistic integrity/standards
- Support your opinions/assertions
- Offer firm/clear opinions.
- Don't need to say "I"
  - Should be clear by writing that it's your opinion.

# Types of Blogs

- Standard news/reporting
- Curation
  - Aggregation
- Commentary
- Live blog

# Live blog

- Real time coverage of an event.
- Can include reporting, analysis and/or commentary.
- Frequent updates
  - Can be new posts, but generally within the same post (timestamped)
  - Can be done manually or using plugins or other software
- Can be written for the second screen experience or as primary source of information.

# Content

- Ideas should be clearly formulated.
- Opinions should be supported with facts and arguments.
- Just because you are writing on the Web, doesn't mean standards/ethics are any different than other mediums.

# Content

- Blogs should adhere to grammar and AP style rules.
- Spell check your post.
- Read your post over after it's posted.



# Headlines

- Headlines should be engaging.
- Headlines should use an active voice.
- Headlines should convey what your post is about.

# Tone

- Blog tone can be less formal than standard journalistic writing, but it doesn't have to be.
- Don't write anything you wouldn't say to someone's face.
- Don't be overly conversational.
- Use your own voice.

# Citing

- Do not copy large chunks of text from someone else's story, add a sentence or two of your own, and count that as "your blog."
- If you're using a quote and you did not get it firsthand, cite where you found the quote.
  - "I wanted to be the greatest defensive lineman ever to play the game," Haynesworth **told ESPN.**

# Sourcing

- When the post is based on a single story, identify the original source in your post and link to the source.
- There are two ways you can do this:
  - According to Reuters, Cairos is in talks with the NFL about the possibility of **inserting the chips into balls**. (Linking to key idea.)
  - **According to Reuters**, Cairos is in talks with the NFL about the possibility of inserting the chips into balls. (Linking to the source.)

# Links

- All blogs should have links. Links make blogs interactive.
- Links can strengthen your piece, but choose links wisely.

# Links

- Links can be used to:
  - Direct to a story central to your piece.
  - Direct to stories that will add supplemental information.
  - Add color, humor, offbeat angle, background, etc. to your piece.

# Links

- Do not overuse links.
- As a rule, the text you are linking to should give an idea of where the link directs. You don't want to force your reader to click away from your blog.
- Link text should be five words or less.

# Images/Video

- Using an image enhances blog presentation.
- Embedding video when relevant can also enhance presentation/the multimedia experience.
- Credit image/video sources.



# Images/Video

- Creative Commons license.
- Social media images.
- Screen grabs.